

CLAIMS

What is claimed is:

- 1 1. A user interface for use within a web browser for a business operated through a
2 web-based storefront over a network, the user interface comprising:
3 a first display area for presenting access to a plurality of control panels, the
4 plurality of control panels providing an interface to create and manage the
5 web-based storefront for an online business engaged in commerce of at
6 least one of goods or services; and
7 a second display area, visually distinguished from and concurrently displayed
8 with the first display area, for providing information associated with the
9 commerce involving the web-based storefront.
- 1 2. The user interface of claim 1, further comprising a third display area, visually
2 distinct from and concurrently displayed with the first display area and the second display
3 area, for presenting a plurality of advertising services for use in promoting the web-based
4 storefront.
- 1 3. The user interface of claim 1, wherein the first display area further comprises a
2 plurality of modules, each module including access to at least one of the control panels.
- 1 4. The user interface of claim 3, wherein the module comprises store management.
- 1 5. The user interface of claim 3, wherein the module comprises web hosting.
- 1 6. The user interface of claim 3, wherein the module comprises one from a group
2 consisting of a domain management and mail services.

- 1 7. The user interface of claim 1, wherein the second display area displays
2 information relating to the business in substantially real time.
- 1 8. The user interface of claim 7, wherein the information displayed in substantially
2 real time comprises one from a group consisting of page views, sales data, search data,
3 click trails, and inventory data.
- 1 9. The user interface of claim 7, wherein the second display area for providing the
2 information further comprises displaying the information in graphical form.
- 1 10. The user interface of claim 7, wherein the second display area for providing the
2 information further comprises displaying the information in streaming text form.
- 1 11. A method for controlling a business operated through a web-based storefront over
2 a network, the method comprising:
3 presenting a first display area to provide access to a plurality of control panels, the
4 plurality of control panels providing an interface to create and manage the
5 web-based storefront for an online business engaged in commerce of at
6 least one of goods or services; and
7 presenting a second display area, visually distinguished from and concurrently
8 displayed with the first display area, to provide information associated
9 with the commerce involving the web-based storefront.
- 1 12. The method of claim 11, further comprising presenting a third display area,
2 visually distinct from and concurrently displayed with the first display area and the
3 second display area, to present a plurality of advertising services for use in promoting the
4 web-based storefront.

- 1 13. The method of claim 11, wherein the first display area further comprises
2 presenting a plurality of modules, each module including access to at least one of the
3 control panels.
- 1 14. The method of claim 13, wherein a module of the plurality of modules comprises
2 one from a group consisting of store management, web hosting, domain management,
3 and mail services.
- 1 15. The method of claim 11, wherein the second display area further comprises
2 presenting information relating to the business in substantially real time.
- 1 16. The method of claim 15, wherein the information presented in substantially real
2 time comprises one from a group consisting of page views, sales data, search data, click
3 trails, and inventory data.
- 1 17. The method of claim 16, wherein the second display area for providing the
2 information further comprises displaying the information in a form of one from a group
3 consisting of graphical and streaming text.
- 1 18. A system to provide control mechanisms for a business operated through a web-
2 based storefront over a network, the system comprising:
3 a means for presenting a first display area to provide access to a plurality of
4 control panels, the plurality of control panels providing an interface to
5 create and manage the web-based storefront for an online business
6 engaged in commerce of at least one of goods or services; and

7 a means for presenting a second display area, visually distinguished from and
8 concurrently displayed with the first display area, to provide information
9 associated with the commerce involving the web-based storefront.

1 19. The system of claim 18, further comprising a means for presenting a third display
2 area, visually distinct from and concurrently displayed with the first display area and the
3 second display area, to present a plurality of advertising services for use in promoting the
4 web-based storefront.

1 20. The system of claim 18, wherein the means for presenting the first display area
2 further comprises a means for presenting a plurality of modules, each module including
3 access to at least one of the control panels.

1 21. The system of claim 20, wherein a module of the plurality of modules comprises
2 one from a group consisting of store management, web hosting, domain management,
3 and mail services.

1 22. The system of claim 18, wherein the means for presenting the second display area
2 further comprises a means for presenting information relating to the business in
3 substantially real time.

1 23. The system of claim 22, wherein the information presented in substantially real
2 time comprises one from a group consisting of page views, sales data, search data, click
3 trails, and inventory data.

1 24. The method of claim 23, wherein the means for presenting the second display area
2 presents the information in a form of one from a group consisting of graphical and
3 streaming text.

1 25. A user interface for use within a web browser for a business operated through a
2 web-based storefront over a network, the user interface comprising:
3 a first layer configured to further comprise,
4 a first display area for presenting access to a plurality of control panels,
5 the plurality of control panels providing an interface to create and
6 manage the web-based storefront for an online business engaged in
7 commerce of at least one of goods or services, and
8 a second display area, visually distinguished from and concurrently
9 displayed with the first display area, for providing information
10 associated with the commerce involving the web-based storefront;
11 and
12 a second layer comprising a control panel of the plurality of control panels, the
13 control panel associated with a business function and configured to allow
14 manipulation of the business function.

1 26. The user-interface of claim 25, wherein the first layer further comprises a a third
2 display area, visually distinct from and concurrently displayed with the first display area
3 and the second display area, to present a plurality of advertising services for use in
4 promoting the web-based storefront.

1 27. The user interface of claim 25, wherein the second display area presents
2 information relating to a business function of the web-based storefront in a form of one
3 from a group consisting of graphical, streaming text, pictorial, and tabular.

1 28. The user interface of claim 25, wherein the control panel provides access to the
2 business function of one from a group consisting of store management, web hosting,
3 domain management, and mail services.

1 29 The user interface of claim 28, wherein the control panel further comprises an
2 input selection mechanism configured to communicatively couple with a back end
3 relating to the business function associated with the control panel.